

**From:** Graham Keenan <graham@hybridadv.com>  
**To:** Javier Torres <jtorres@mediaeffective.com>  
**Subject:** Re: LWD billing  
**Date:** Thu, 06 Aug 2020 15:59:13 +0000

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Yes Please do.

On Thu, Aug 6, 2020 at 11:13 AM Javier Torres <[jtorres@mediaeffective.com](mailto:jtorres@mediaeffective.com)> wrote:

Can I forward this emails to Jessica so she sees that you are in the loop and ok with this?  
(So they can change the number too)

Thanks,

*Javier Torres  
Director Media Effective*

On Thu, Aug 6, 2020 at 10:32 AM Graham Keenan <[graham@hybridadv.com](mailto:graham@hybridadv.com)> wrote:

Hi Javier,

This is perfectly fine with me. GO ahead and have her add in your commission. We can handle with Serena to make sure your \$\$\$ is forwarded right to you...that is very simple to do.

Thx and sorry for the horrible cell phone service.

GK

On Thu, Aug 6, 2020 at 10:21 AM Javier Torres <[jtorres@mediaeffective.com](mailto:jtorres@mediaeffective.com)> wrote:

Hi Graham;

I spoke with Jessica and Rachel about digital media this morning and after the meeting I talked about the quote they are sending me on this (digital).

Their gross for this proposal for example is \$50k, which includes their cost, their commission and Hybrid's commission, But not mine. She asked me if I wanted to add my commission and if you were ok with that. I told her that when I buy from you I always add my commission.

I have no problem just adding my commission the way I have been doing with you for years, but I am trying to anticipate that if there is a direct contact between my client and LWD (because of the digital buy) , they are talking about CPM, total cost, or any number, that my client gets from LWD the same cost I have give them when I presented.

I am still trying to handle everything myself, but as you mentioned yesterday, if it comes to a point in which it is necessary to connect them directly, I need clarity with the numbers.

What do you think?

Thanks,

*Javier Torres  
Director Media Effective*

PLAINTIFF'S  
EXHIBIT

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